



The Co-operative University of Kenya

END OF SEMESTER EXAMINATION NOVEMBER-2016

**EXAMINATION FOR THE CERTIFICATE IN BUSINESS MANAGEMENT /
CERTIFICATE IN PURCHASING & SUPPLIES MANGEMENT**

UNIT CODE: CBM 0106

UNIT TITLE: BUSINESS COMMUNICATION

DATE: 28TH NOVEMBER, 2016

TIME: 9:00 AM – 11:00 AM

INSTRUCTIONS:

- Answer question **ONE (compulsory)** and any other **TWO** questions

QUESTION ONE

- (a) Define business communication (2 marks)
- (b) Discuss any **FOUR** benefits of business communication in an organization (8 marks)
- (c) Explain the various communication documents used in a business organization (10 marks)
- (d) Explain the barriers of effective communication in a business organization (10 marks)

QUESTION TWO

- (a) Define the following terms as used in communication (10 marks)
 - i. Noise
 - ii. Feedback
 - iii. Channel
 - iv. Sender
 - v. Encodes
- (b) Illustrate how a person can use technology to improve business communication (10 marks)

QUESTION THREE

- (a) Elaborate any **FIVE** channels of communication (10 marks)
- (b) Discuss **FIVE** factors to consider when choosing media of communication (10 marks)

QUESTION FOUR

- (a) Discuss the advantages of sending emails in an organization (10 marks)
- (b) Explain factors that make business communication effective (10 marks)

QUESTION FIVE

- (a) Discuss the purpose of a memo in an institution (10 marks)
- (b) Outline and explain the elements used in communication (10 marks)